



Private Practice Marketing Secrets Mentoring Program  
Module One Study Guide

**Preparing to Play Large:  
Creating Your Blueprint for the  
Practice of Your Dreams**

For best results we recommend that you **PRINT OUT** this Study Guide and **USE** it to **MAKE LOTS** of notes during this program!

Thanks for joining us!



*David*

**DATE:** Starts Monday,  
January 18<sup>th</sup>

- TO DO:**
1. Download Module One files [here](#) (pw- ppms2010)
  2. Listen to Module One recording and follow along with transcript
  3. Use this Study Guide to take lots of notes
  4. Join our Implementation Lab on Thursday Jan 21

#### 4-Step Action Plan

1. Identify the obstacles to your success - reframe them & remove them.
2. Create your “one year miracle” blueprint.
3. Take one action toward your “one year miracle” before the day ends.
4. Begin to fill out your one year practice building calendar.

**We are committed to helping you build your ideal private practice and fill it with your ideal clients.**

**Are you?**

**Module One**  
**Preparing to Play Large:**  
**Creating Your Blueprint for the**  
**Practice of Your Dreams**

**In Module One you will learn-**

- The “secret mindset” for beginning to play large
- How to identify and remove obstacles to your success
- How to create your vision-mission-purpose
- How to create a compelling “one year miracle” for your practice
- How to use the Practice Building Calendar to get started right away
- AND much more!

***I. The Secret Mindset for Beginning to Play Large***

**What the mindset is not:**

---

**What the mindset is:**

---

**How to install the mindset:**

---

**Important Notes:**

---

---

---

---

---

---

---

---

**Module One**  
**Preparing to Play Large:**  
**Creating Your Blueprint for the**  
**Practice of Your Dreams**

***II. How to Identify and Remove Obstacles to Your Success***

**Obstacle #1:** \_\_\_\_\_

\_\_\_\_\_

**Reframe/Removal Strategies** \_\_\_\_\_

\_\_\_\_\_

**Obstacle #2:** \_\_\_\_\_

\_\_\_\_\_

**Reframe/Removal Strategies** \_\_\_\_\_

\_\_\_\_\_

**Important Notes:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Module One**  
**Preparing to Play Large:**  
**Creating Your Blueprint for the**  
**Practice of Your Dreams**

**III. How to Create Your Vision-Mission-Purpose**

**Create Your Vision:** \_\_\_\_\_

\_\_\_\_\_

**Discover Your Mission:** \_\_\_\_\_

\_\_\_\_\_

**Discover Your Purpose:** \_\_\_\_\_

\_\_\_\_\_

**Important Notes:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Module One**  
**Preparing to Play Large:**  
**Creating Your Blueprint for the**  
**Practice of Your Dreams**

**IV. How to Create Your Compelling “One-Year-Miracle”**

**Question #1:** \_\_\_\_\_

\_\_\_\_\_

**Question #2:** \_\_\_\_\_

\_\_\_\_\_

**Question #3:** \_\_\_\_\_

\_\_\_\_\_

**Important Notes:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Module One**  
**Preparing to Play Large:**  
**Creating Your Blueprint for the**  
**Practice of Your Dreams**

**V. How to Use the Practice Building Calendar**

[Download the Practice Building Calendar](#)

**Step #1:** \_\_\_\_\_

\_\_\_\_\_

**Step #2:** \_\_\_\_\_

\_\_\_\_\_

**Step #3:** \_\_\_\_\_

\_\_\_\_\_

**Important Notes:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Module One  
Preparing to Play Large:  
Creating Your Blueprint for the  
Practice of Your Dreams**

**VI. Module One Resources**

DOWNLOADING INSTRUCTIONS- To download files Windows computer users right-click once over the [download](#) link above and select "Save Target As" (Internet Explorer) or "Save Link As" (Firefox) then select location on computer to save file. More info for Windows users [here](#). Apple Safari users will find instructions [here](#) and [here](#).

**Private Practice Marketing on a Budget** [Click here to access](#)  
(password- pppoab638364)

**Our Next Meeting:**

**Module One  
Implementation Lab**

**DATE:** Thursday, Jan 21 and 28

**TIME:** Noon pacific/3pm  
eastern

**TO JOIN:** 408-490-3078  
PIN 466194#

**Our Next Module:**

**Module Two  
Owning Your Niche:  
Your Uniqueness as Your  
Greatest Asset**

**DATE:** Starts Monday, Feb 1st

**TO DO** 1. Download Module Two  
files [here](#) (pw- ppms2010)

2. Listen to Module One  
recording and follow  
along with transcript

3. Use this Study Guide  
to take lots of notes

4. Join our Implementation  
Lab on Thurs Feb 4<sup>th</sup>

**Private Practice Marketing Secrets Mentoring Program Links**

**Schedule-** [www.buildingyouridealpractice.com/ppmschedule.html](http://www.buildingyouridealpractice.com/ppmschedule.html)

**PPMS Home-** [www.buildingyouridealpractice.com/ppms2010.html](http://www.buildingyouridealpractice.com/ppms2010.html)